



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



2 July 2014

FDA Advisory

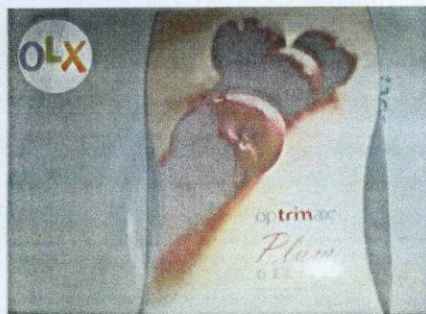
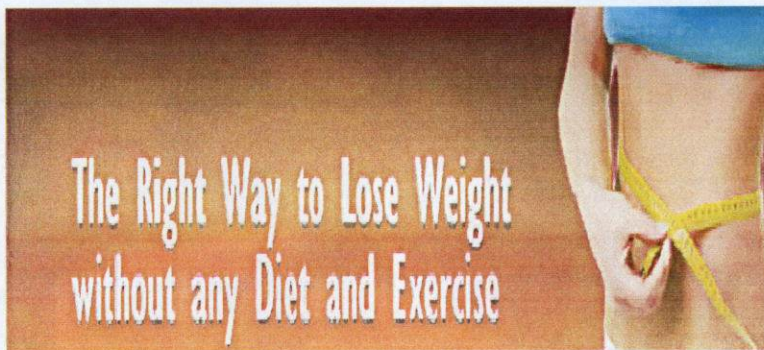
No. **2014-051**

SUBJECT: Public Warning against False Advertisement, Promotion, Offer for Sale and Use of "OPTRIMAX PLUM"

The Food and Drug Administration (FDA) has monitored the websites www.plumdelite.com and OLX.com and found that the websites are being used to advertise, promote and offer for sale Optrimax Plum Delite with false claims, thus:



optrimax®
Plum
DELITE



The public is informed that Optrimax Plum Delite Pickled Plum with Probiotics and Green Tea Mix is registered with the FDA only as Food product under category II (FR-94883). The Food and Drug Administration strongly advises the public that processed food products are given approval by FDA only for human consumption and should not carry any therapeutic claims in their advertisements. To claim that the use of Optrimax Plum Delite is *"the right way to lose weight without diet and exercise"* is *false and deceiving*, since Optrimax Plum is not a weight loss drug product. Thus, the FDA declares that such advertisement, promotion and sale is an outright violation of the provisions of Republic Act No. 3720 as amended by Republic Act No. 9711 which provides that in the advertisements, promotions, sponsorship, and other

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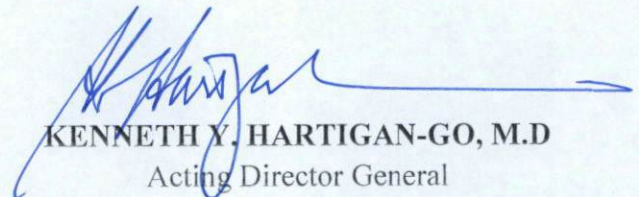
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marketing activities of any health product, "no claim shall be made other than those contained in the approved label or packaging, or as duly approved by the FDA."

The public is advised to be more discerning about the advertisements of the health products they buy specifically from the internet and not just rely on the information/advertisements given by the online seller or advertiser.

Any information about any establishment found selling Optrimax Plum with weight loss claims should be reported either through email at report@fda.gov.ph or at telephone numbers 857-1900 local 1051/857-1939.



KENNETH Y. HARTIGAN-GO, M.D
Acting Director General

